

Fig. 1

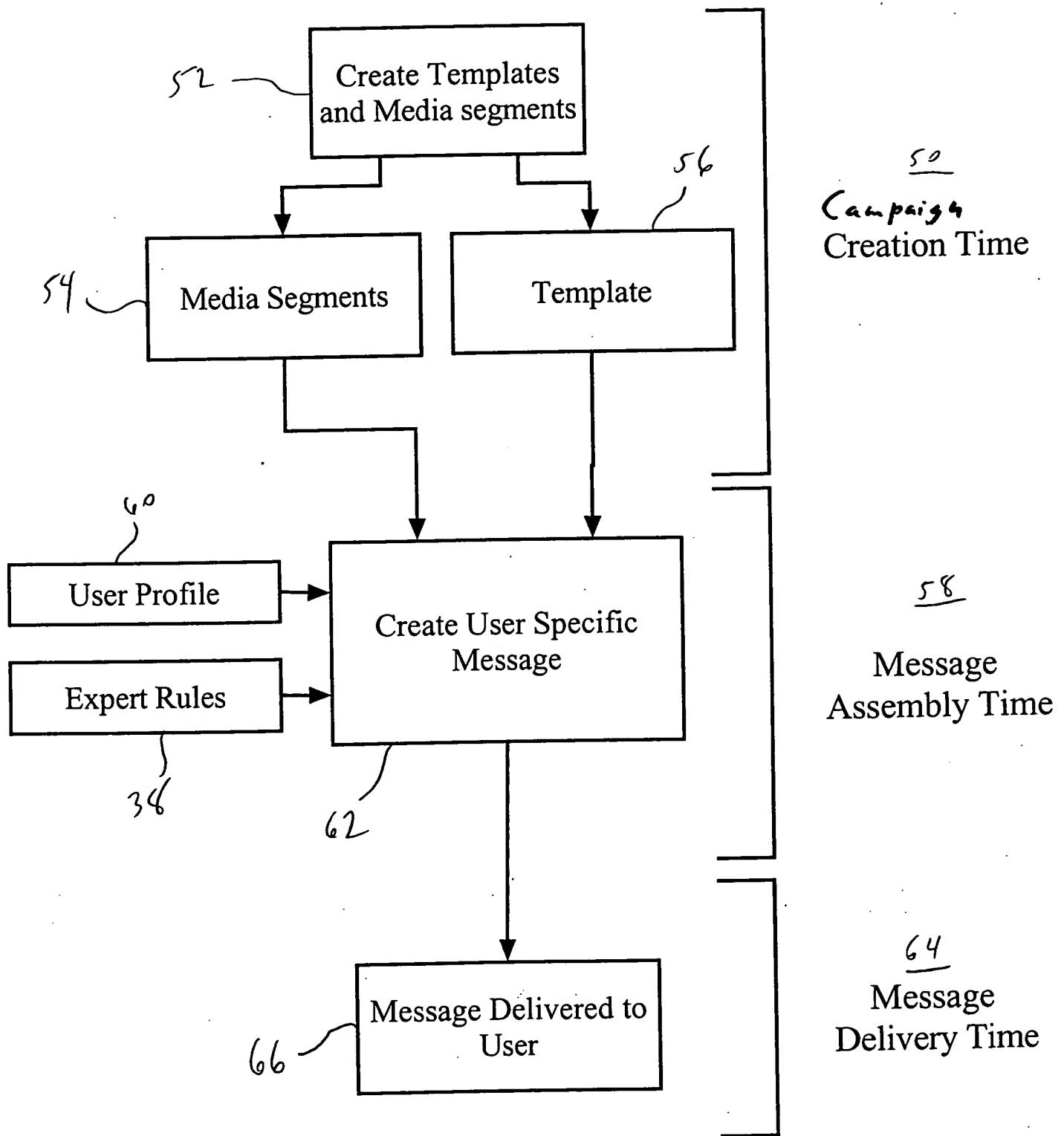


Fig. 2

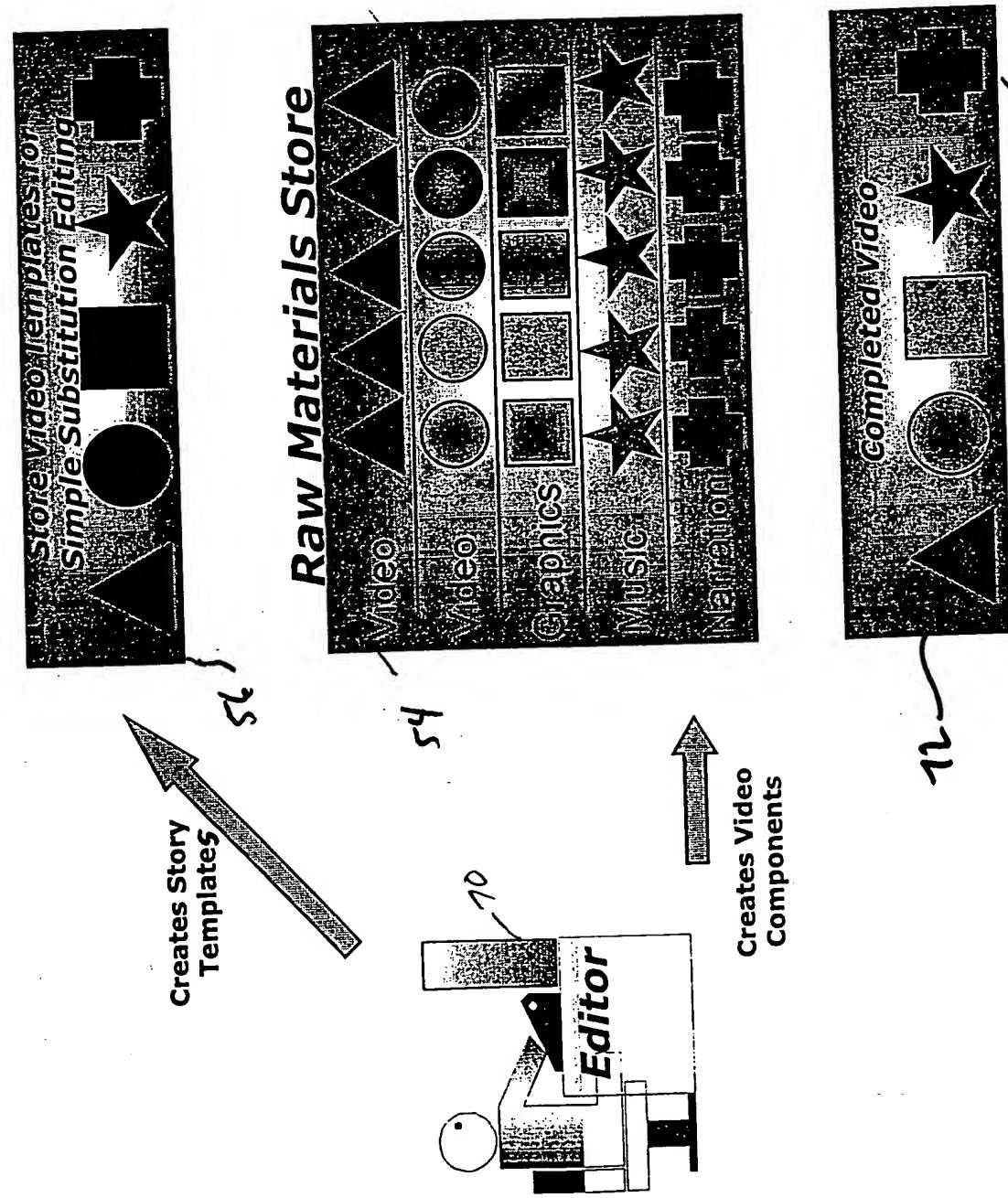
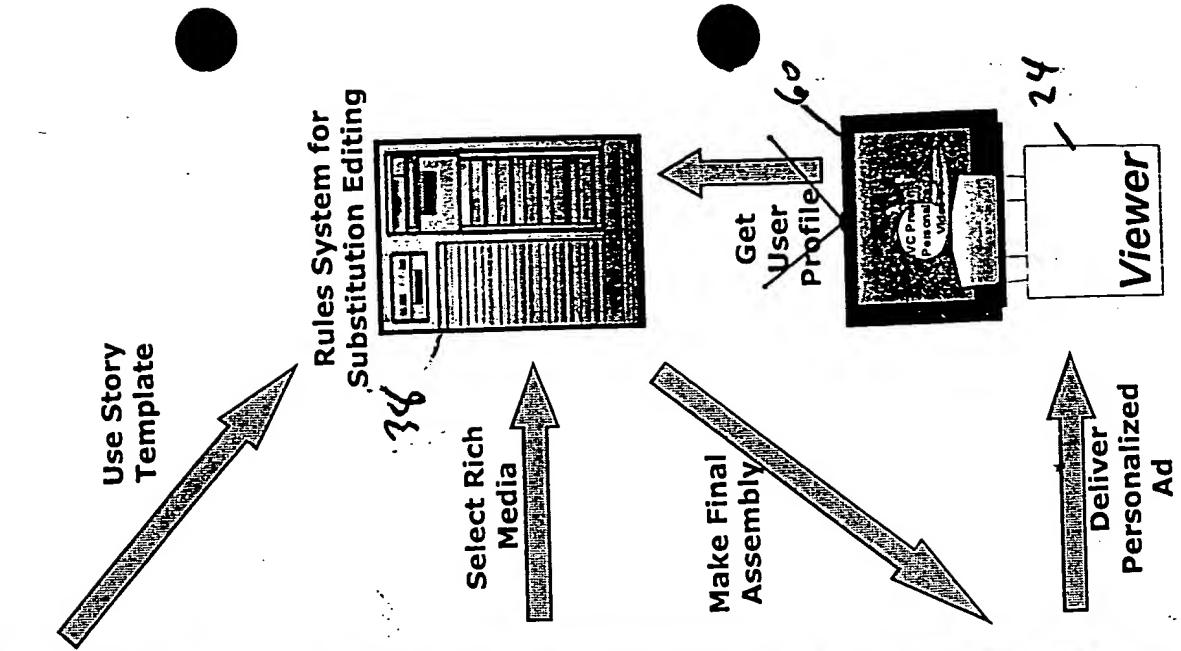


Fig 3

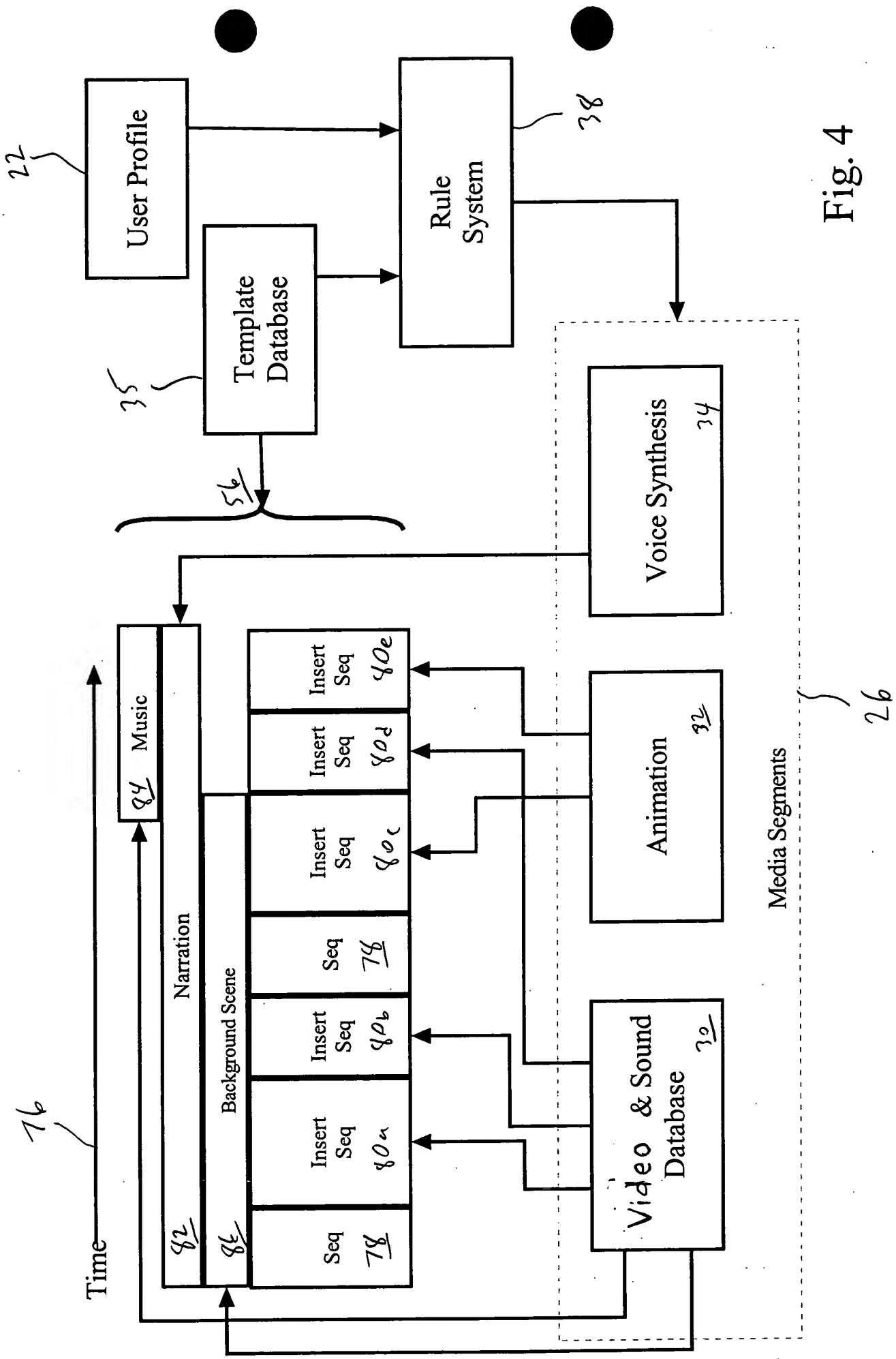


Fig. 4

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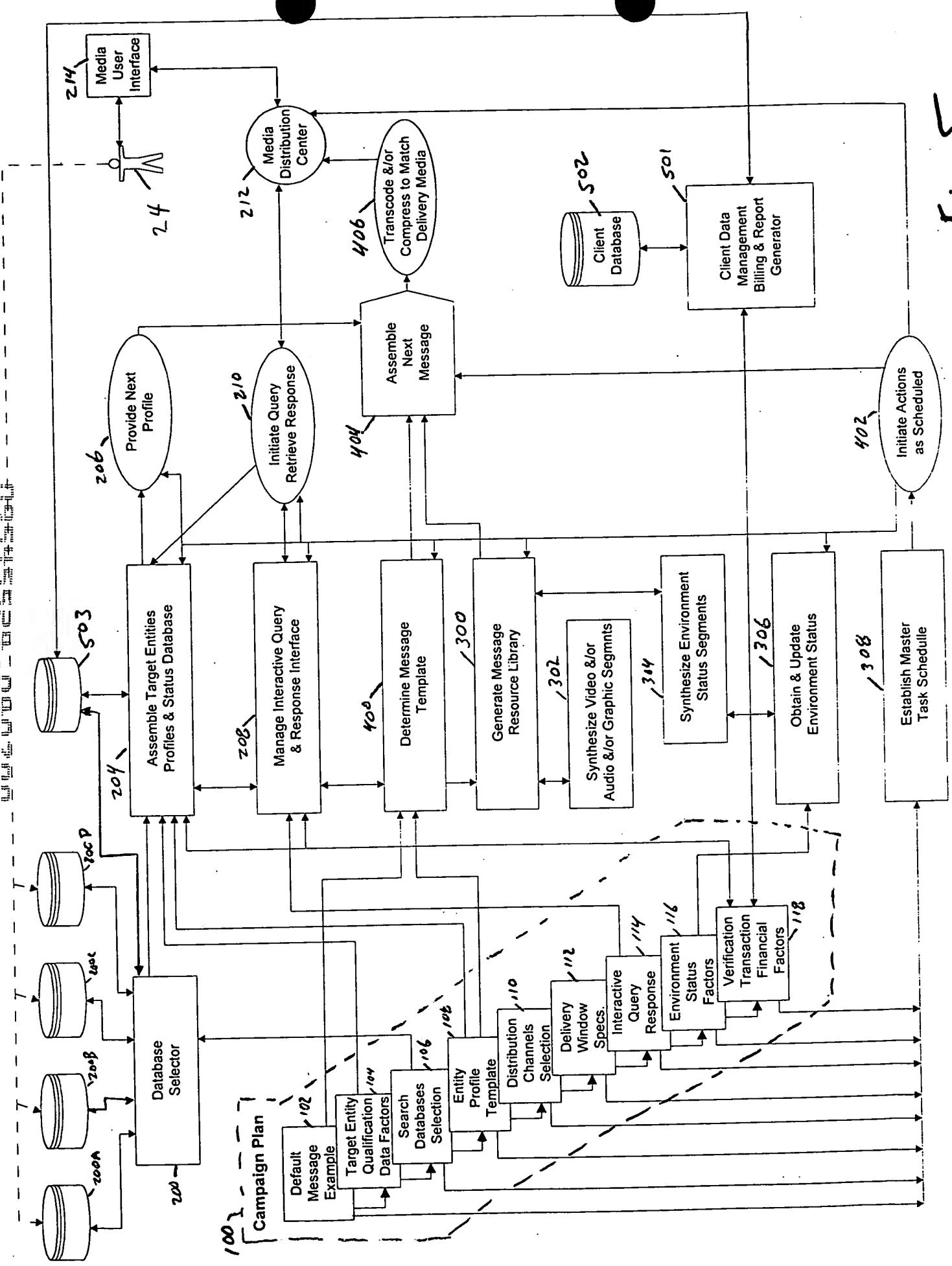


Fig. 5

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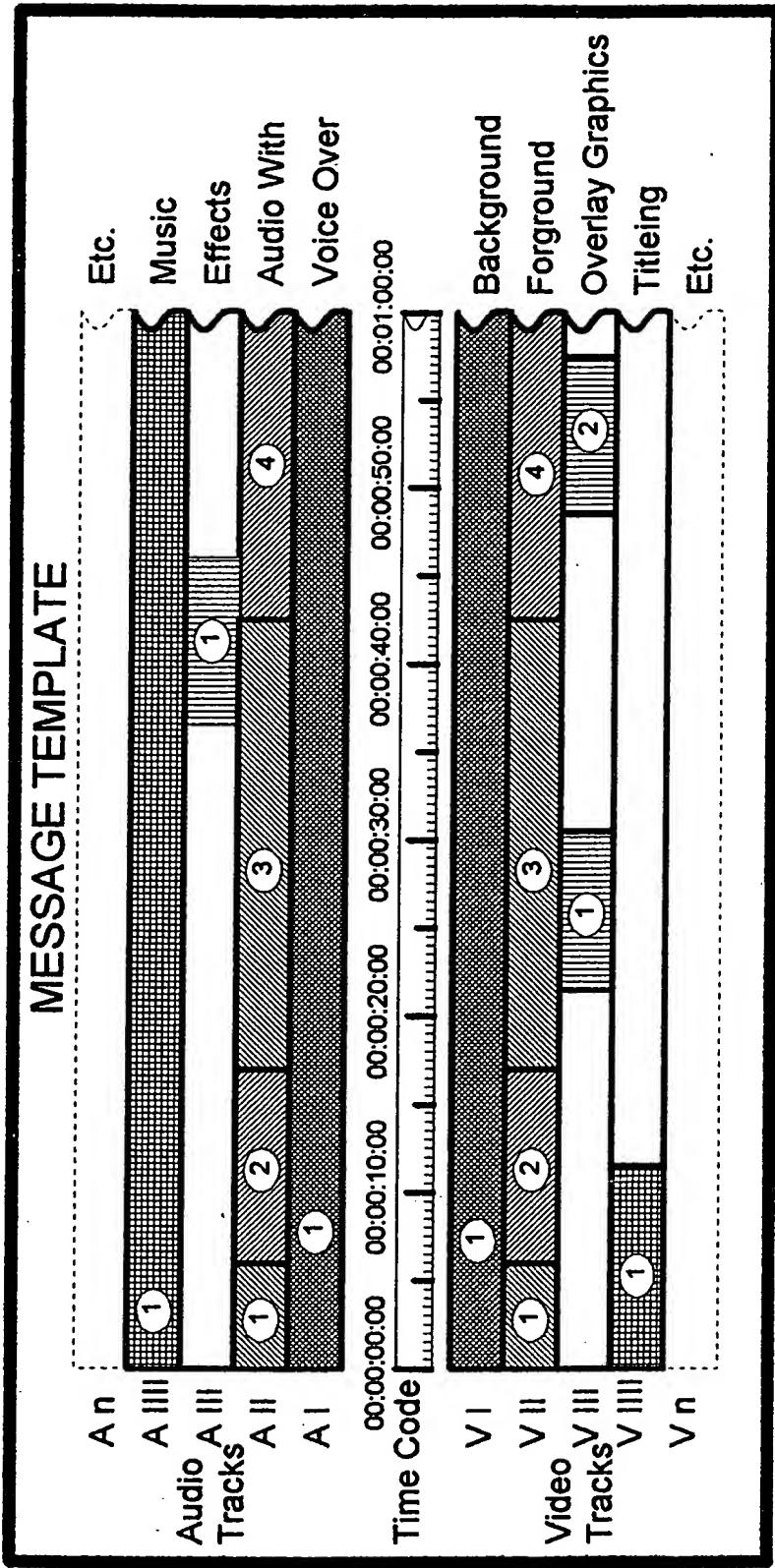
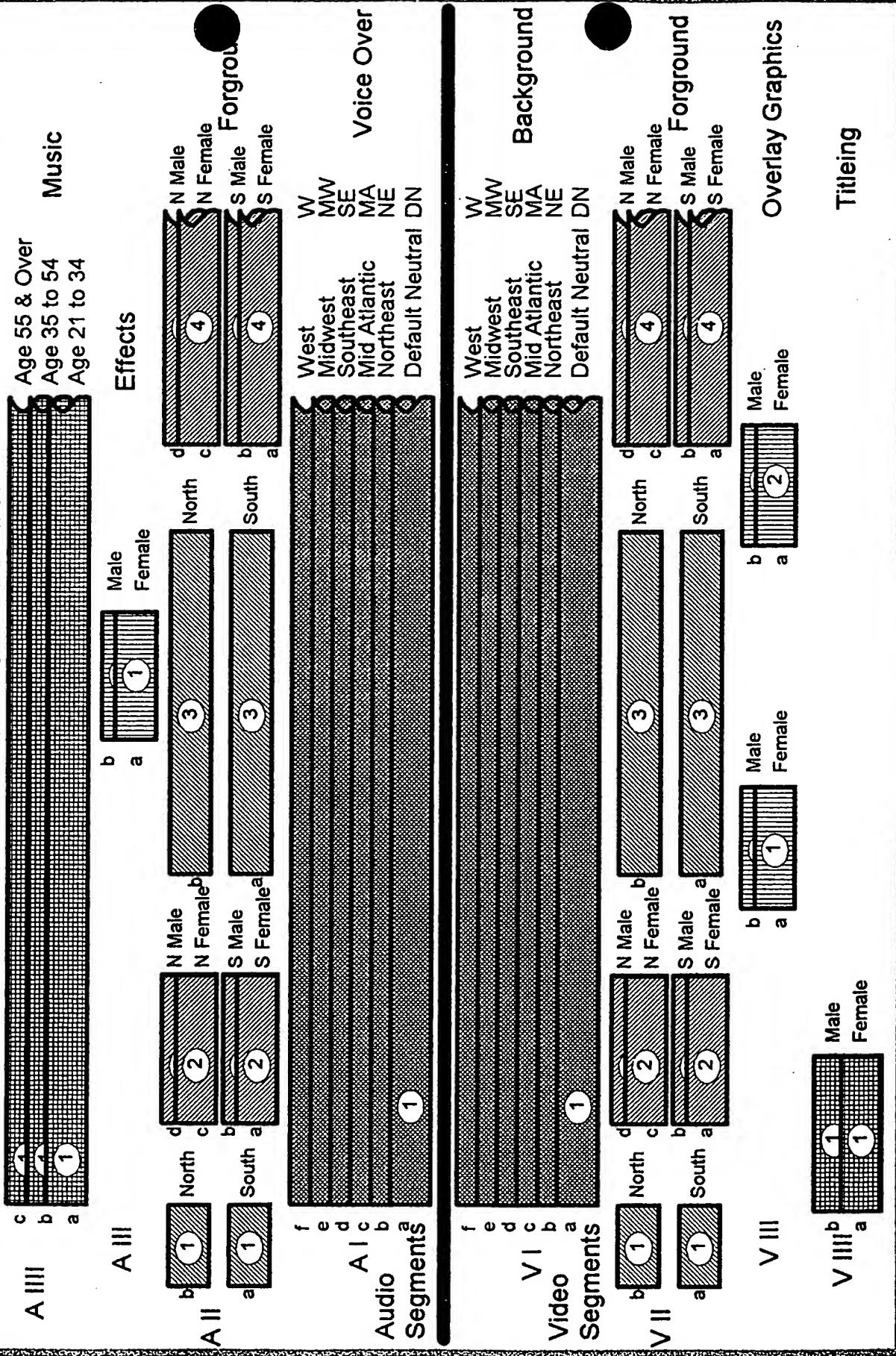


Fig. 6

MESSAGE RESOURCE LIBRARY

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7
Fig.

NEXT PROFILE
 Name : Mary Johnson
 Gender : Female
 Zip Code : 01776
 Age : 32
 ID : mjay5@aol.com

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**ASSEMBLE NEXT MESSAGE
BY RULES**

Step 1. Select Category Value Appropriate to Profile

Category	Range Values
# i Age	21 to 34 35 to 54 55 & over
# ii District by Zip Code	DN = 00000 NE = 01000 - 07000 MA = 20000 - 30000 SE = etc. MW = etc. W = etc.
# iii Region by Zip Code	N = 01000 - etc. S = ????? - etc.
# iiii Gender	F = Female M = Male

Step 2. Select Appropriate Resource Segments for Video & AudioTracks

Video Tracks	Audio Tracks
V I : 1b,	A I : 1b, ...
V II : 1b, 2c, 3b, 4c, ...	A II : 1b, 2c, 3b, 4c, ...
V III : 1a, 2a, ...	A III : 1a, ...
V IIII : 1a, ...	A IIII : 1a

Step 3. Use Selections with Template to Create Complete Edit Decision List

Step 4. Send EDL to Video Editor for Auto Assembly to Template Format

Step 5. Assembled Video Message with ID Goes to Transcode Operation

404

Fig. 8

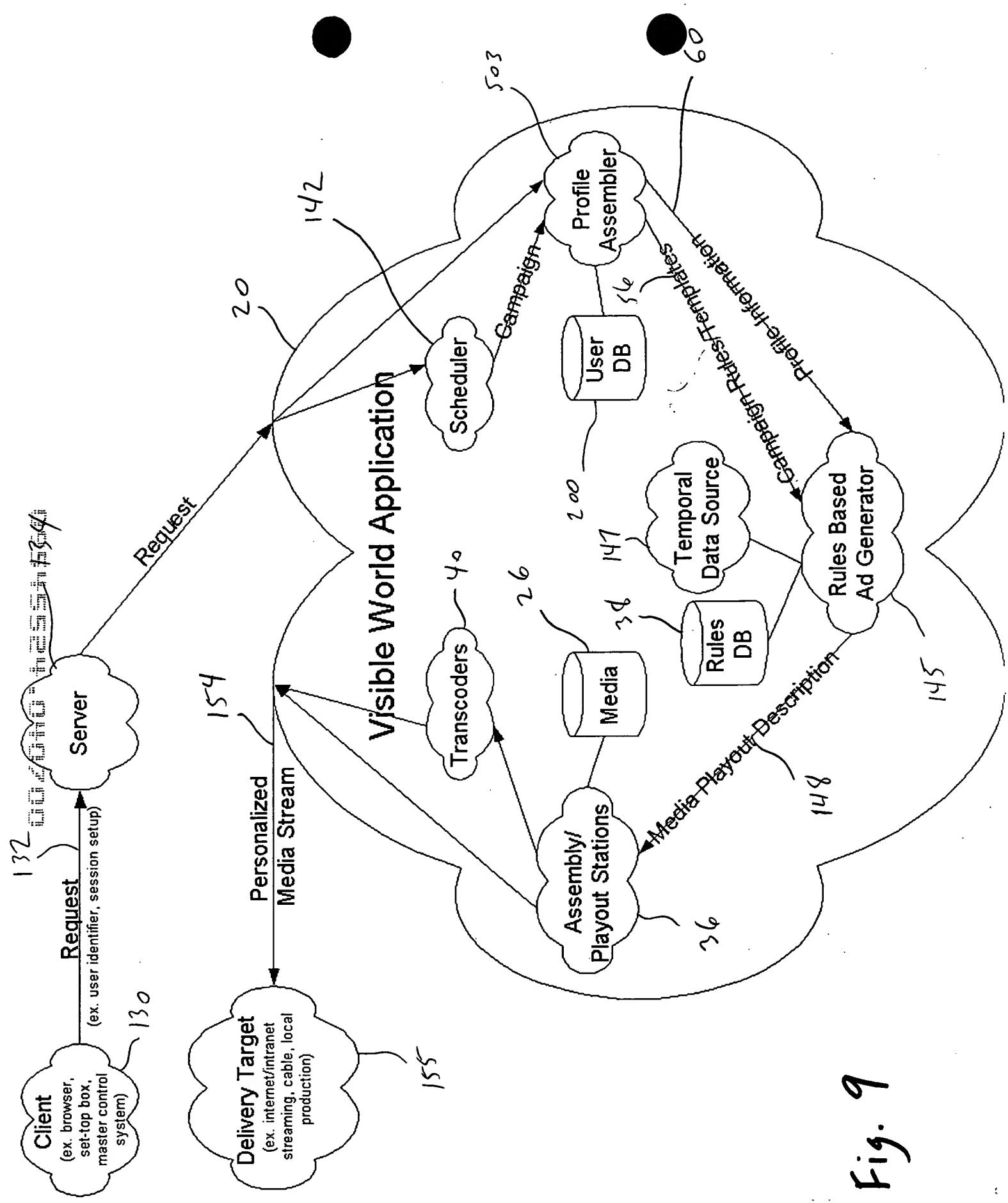


Fig. 9

